



December 24, 2003

10/014, 820

242

Assistant Commissioner of Patents

Washington, DC 20231

**PROTEST UNDER 37 CFR 1.291(a)**

Re: System and method for filtering content

US File # **20030110272** Filed: December 11, 2001

**RECEIVED**

APR 30 2004

Technology Center 2100

Sirs:

Recently I found the above referenced patent filing and believe this filing has NOT issued in the U.S. The US File # is **20030110272**.

I am voicing an objection as a concerned third party and as a U.S. Citizen. The patent filing describes at great length an advertising delivery system dependent upon a database maintained at the client level in a client-server ad delivery system. This patent relates to displaying advertising by matching a database entry (0022) to voluntary actions such as entering a URL or keyword into a browser on a computer. Entering a URL into a browser locator window then makes a match with data in the remotely controlled and updated database and in the event a match is made, an appropriate advertisement or content is displayed. This is referred to as "pull" advertising as a voluntary action on the part of a user interacts with a pre-established database and a targeted ad is displayed.

I am objecting to this patent filing as it is neither novel nor unique. It is of particular note that no prior art was submitted with this filing and only some vague references to other profiling systems. The filers are correct that a targeted system based on URLs or channel selection is more accurate and excels in its ability to deliver "relevant" ads or content at the exact moment of interest. However, the filers did not include the following references:

1. US Patent 6,141,010 ... equivalent technology
2. Gator.com (recently changed to Claria.com) has been marketing such a system since 1998
3. WO9955066 (A1) or EP1076983 (A1) ... equivalent technology

There may be more prior art preceding the 12/11/2001 filing.

I believe the Examiner should look very closely at the Claims made and judge accordingly.